

Message Text

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R 141306Z JAN 76
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E.O. 11652: N/A
TAGS: BEXP, UI' XG
SUBJECT: REVISED CCP DRAFT OF CAMPAIGNS FOR FY '77:
DENBY'S IN-STORE-PROMOTION

REF:(A) LONDOL 19395;(B) STATE 35

1. BEGIN SUMMARY: FOLLOWING INITIAL DISCUSSION CHARLES JOHNSON OF USDOC, EMBOFF AND ROBERT B. WHITE OF DENBY, EMBASSY MAINTAINED REGULAR CONTACT DENBY. POSITIVE DECISION FOR IN-STORE-PROMOTION CAME ON JANUARY 8, 1976. DENBY ALREADY HAVING INCREDIBLE SUCCESS SALES U.S. FURNITURE IN U.K. DETAILS OF FY '77 IN-STORE-PROMOTION IN EMBRYONIC STAGE, BUT DENBYWARE PLANS DEFINITELY HOLD PROMOTION AND READY TO SIGN LETTER INTENT NOW. IF USDOC CAN OBLIGATE FUNDS WILL INCLUDE EVENT IN 77 CCF. END SUMMARY.

2. WHITE (DELBY) SPENT MOST TIME AFTER MEETING WITH JOHNSON AND EMBOFF IN NEGOTIATING FINAL CONTRACTS U.S. FURNITURE SUPPLIERS. DENBY NOW REPRESENTS FOLLOWING U.S. FIRMS IN U.K. AND MOST OF EUROPE: BROYHILL, CENTURY AMERICAN AND THAYER COQGIN.

3. POST HAD BEEN IN REGULAR CONTACT BUT NO FINAL DECISION ON PROMOTION MADE BY DENBY UNTIL JAN 8.
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THEREFORE EVENT NOT INCLUDED IN OUTLINE 77 CCP SUB-

MITTED IN REF A. DECISION TO PROCEED IN PART BASED ON SUCCESSFUL RECEPTION IDEA FROM MOST MAJOR U.K. RETAILERS. DISPLAYS OF 4,000 TO 6,000 FEET ON BICENTENNIAL THEME ALREADY FIRM FOR SEVERAL MAJOR OUTLETS IN SPRING '76. THESE INCLUDE HARROD'S, SELFRIDGES, AND 7 JOHN LEWIS PARTNERSHIP STORES, AS WELL AS FURNISHING HOME OF THE YEAR IN MARCH 1976 DAILY MAIL IDEAL HOME EXHIBITION.

4. DENBY READY SIGN LETTER OF INTENT TO DO IN-STORE-PROMOTION AND WILL GUARANTEE U.S. FOB EXPORTS OF 1 MILLION DOLLARS MINIMUM (ALTHOUGH POST AGAIN WILL WRITE CONTRACT AT 10 PERCENT LEVEL FOR MINIMUM FOB U.S. OF 250,000 DOLLARS). HOWEVER NEITHER DETAILS NOR DATE OF PROMOTION AVAILABLE NOW. WHITE WILL PROVIDE DETAILS FOLLOWING CONCLUSION OF SPRING PROMOTIONS NOTED ABOVE. IT WOULD BE NATION-WIDE AND UTILIZE MINIMUM OF ABOUT 4,000 SQUARE FEET (IN SOME CASES UP TO 6,000 SQUARE FEET) IN MINIMUM 10 MAJOR RETAIL STORES.

5. POST BELIEVES FY '77 USDOC SPONSORED PROMOTION BY DENBY WOULD BE GREAT AID IN MAINTAINING MOMENTUM U.S. FURNITURE SALES IN U.K.

6. ACTION REQUESTED: UNDER CIRCUMSTANCES NOTED ABOVE CAN USDOC OBLIGATE 25,000 DOLLARS FOR DENBY (AS WELL AS 5,000 DOLLARS FOR JENNERS IN FY 1977). ADVISE.
RICHARDSON

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